

9:00-12:15 Morning Program

*Learn what's driving the success of  
the local foods movement.*

*Starting with the end in mind, analyze where you've been and where you want to go.*

*Identify your risks and liabilities from farm to market, and compare program options.*

1:15-4:00                      Afternoon Program

*Establish price for market competitiveness, with net profit goals in mind.*

*Understand the buying motives and values of your customers.*

*Find your niche in your differences  
within the marketplace.*

*Build your resource base for continuing education and contacts in the field.*



## SESSION

## PROGRAM FEE

\$25 per person X no. of people \_\_\_\_\_ = \$\_\_\_\_\_total

Registration fees will be refunded if cancellation is requested 3 days before the program.

Name \_\_\_\_\_

Company name (if applicable) \_\_\_\_\_

Street\_\_\_\_\_

City \_\_\_\_\_ Zip code \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

*Additional participant(s) from the same company:*

Name\_\_\_\_\_

Phone \_\_\_\_\_ Phone \_\_\_\_\_

Email\_\_\_\_\_

Websites: [www.farmersmarkets.msu.edu](http://www.farmersmarkets.msu.edu); [www.productcenter.msu.edu](http://www.productcenter.msu.edu); [www.mottgroup.msu.edu](http://www.mottgroup.msu.edu)

After the workshop you'll be ready to:

- Fine tune goals for your farming/market-ing operation
- Identify and evaluate crop insurance op-tions
- Identify areas of potential liability
- Evaluate crop and market diversification options
- Evaluate potential for organic, pasture-based, or other certified farming systems
- Determine break-even points and prof-itability of individual products, product groups
- Network with other farmer vendors



*This program is made possible through a USDA Risk Management Agency agreement.*

Co-Sponsored by:

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EXTENSION

The logo for the MSU Product Center, featuring a stylized orange and yellow circular graphic to the left of the text 'PRODUCT CENTER' in a bold, sans-serif font.

PRODUCT CENTER

MICHIGAN AGRICULTURAL EXPERIMENT STATION

MSU is an affirmative-action, equal-opportunity institution.



*Look for the next workshop for Farmers' Marketers coming your way this winter, in 2007.*

### Retail Marketing and Sales

- The Customer Experience
- Retail Display and Signage
- Salesmanship
- Promoting Your Business

February 26	Traverse City
February 28	Frankenmuth
March 1	Royal Oak
March 2	Kalamazoo

MSU Product Center  
202 Agriculture Hall  
Michigan State University  
East Lansing, MI 48824

MICHIGAN STATE  
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# Managing Risk BUSINESS and MARKET PLANNING

*A workshop for farmers who sell through farmers' markets, and for farmers' market managers and vendors - others welcome!*



January 9, 2007      Gaylord, Mich.